



## Ice Skating, Celebrating, Recreating... Explore Butte County Showcases “How We Winter” in the North State

**BUTTE COUNTY, Calif. (November 16, 2021)** – Explore Butte County highlights why the North State is such an amazing wintertime destination as part of its new “How We Winter” campaign.

“We encourage Northern Californians to plan a getaway in the next few months to experience and embrace what awaits in Butte County – we have everything from ice skating and holiday celebrations to bird watching and outdoor recreation,” said Carolyn Denero, Explore Butte County CEO. “We are proud of our diverse variety of outdoor activities and unique avian related experiences that even include the return of the highly anticipated Snow Goose Festival in January. In Butte County, we do winter right.”

### **Celebrating the Season with Ice Skating, Holiday Shopping & More**

With the holidays now in sight, Butte County offers many fun-filled ways families, friends, residents, and tourists alike can celebrate the season. A number of planned activations include special holiday tree lighting ceremonies, local parades, Small Business Saturday shopping opportunities (November 27), and two not-to-be-missed outdoor ice skating rinks:

- **Paradise on Ice Winter Wonderland** (now through January 17, 2022) – Hosted by the Paradise Recreation and Park District (PRPD), Paradise on Ice Winter Wonderland features ice skating, beautiful lights and decorations, music, food trucks, and more, making the Terry Ashe Park and Recreation Center a hub of holiday festivities. The family-friendly ice rink has become an iconic part of winter on the Ridge. More information about the Paradise on Ice Winter Wonderland is available [here](#).
- **Chico Ice Rink in the Plaza** (November 19 through January 9, 2022) – Made possible as part of a joint effort with the City of Chico and Downtown Chico Business Association, the Chico Ice Rink in the Plaza features downtown ice skating, special events, private parties and more. A perfect activity to round out a day of holiday shopping, the Chico Ice Rink is located adjacent to City Hall with 425 diverse businesses nearby. More information about the Chico Ice Rink in the Plaza is available [here](#).

**Source:** Explore Butte County ([www.ExploreButteCounty.com](http://www.ExploreButteCounty.com))

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“We are excited to celebrate the season with two ice rinks -- located within 15 miles of each other -- in Butte County this year,” said Denero. “We took the opportunity to create a discounted, digital pass called ‘Double the Fun’ that allows the customer to get into the two rinks at a reduced cost so you don’t have to decide which to visit – you can visit both.”

### **Outdoor Recreation Includes Birding, Hiking, Snowshoeing & More**

Known for an abundance of wide-open spaces, mild winter weather and impressive natural resources, Butte County is a wonderful winter destination for birding activities, hiking adventures, cross country skiing, snowmobiling and snowshoeing excursions, just to name a few.

- **Birding** – Millions of migratory birds use the great Pacific Flyway to migrate north to south each year. With abundant agriculture-turned-wildlife sanctuary fields, Butte County is a rich and accessible bird watching destination in winter. With the help of involved partners and aviary experts, Explore Butte County is proud to offer a dedicated birding [webpage](#) that includes details about top bird viewing spots, helpful tips, guest articles, links to recent stories, and much more. Plus, Chico is home to a four-day Snow Goose Festival highlighted by action-packed field trips led by experienced trip leaders; for more about the festival happening early next year (January 27-30, 2022), please visit this [website](#).
- **#HikeButteCA** – Earlier this year Explore Butte County launched a fun and free #HikeButteCA pass program that allows users to track progress and includes a game with the chance to win limited-edition prizes (the more hikes completed, the more swag hikers earn along with more chances to win). The #HikeButteCA pass and tracking program offers helpful hike descriptions, driving directions to the suggested parking areas, links to trail maps, game check-in location information, and much more (note it expires 12/31/21). For those new to hiking, wanting a few tips and/or wanting to see a glimpse of the hikes available, a short video is available [here](#). For more information about #HikeButteCA, please visit this [webpage](#).
- **Cross-Country Skiing, Snowmobiling & Snowshoeing** – For those who are a bit more adventurous or simply yearning for a winter sporting experience in the high country, Butte County offers a number of cross-country skiing, snowmobiling and snowshoeing activities. Locals know one of the best places for these types of winter sports is in the historic and tiny town of Jonesville, located in the Lassen National Forest. For more details and insider tips about the Winter Wonderland adventures that await just a short drive away, please visit this [webpage](#).

For more information about the “How We Winter” campaign and digital “Double the Fun” ice skating pass for both rinks, please visit [www.explorebuttecounty.com/winter](http://www.explorebuttecounty.com/winter). For more information about Explore Butte County in general along with suggested places to visit, shop, dine, stay overnight, and more, please visit [www.explorebuttecounty.com](http://www.explorebuttecounty.com) or follow on social media – Facebook at [www.facebook.com/explorebutteca](http://www.facebook.com/explorebutteca) and @ExploreButteCountyCA on Instagram and @ExploreButteCA on Twitter. Also, a comprehensive and downloadable travel guide (beneficial for locals, too) is available at [www.explorebuttecounty.com/more/visitor-guide](http://www.explorebuttecounty.com/more/visitor-guide).

**SOCIAL MEDIA TAGS:** #ExploreButteCA, #BirdButteCA, #HikeButteCA

**PRESS:** Download photos [here](#).

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